



Preserving Resources,
Preventing Waste

Be on the *Waste* Cutting Edge:

Join WasteWise



Waste.

Whatever its form, waste is a drain on an organization's resources. Some organizations view the high cost of materials, supplies, and solid waste disposal as an inevitable cost of doing business. Not so, say more than 1,000 innovative partners in the U.S. Environmental Protection Agency's WasteWise program who have gained a competitive edge through municipal solid waste reduction.

"Practicing waste reduction is a competitive advantage for any company. It saves you real bottom-line dollars. Participating in WasteWise helps accomplish that goal and also provides a forum for helping others."

- Tim Mikus

**Recycling Program Manager
Texas Instruments**

WasteWise.

WasteWise is a free, voluntary partnership program that helps organizations eliminate costly municipal solid waste, benefitting their bottom line and the environment. WasteWise is a flexible program that allows partners to design municipal solid waste reduction programs tailored to their needs.

Why Join Wastewise?

It's free! You don't have to pay a penny to join WasteWise, and you might even save a few hundred...or thousand! Since the inception of the program in 1994, partners saved more than \$820 million.

It's flexible! WasteWise is a flexible partnership, so you can tailor your program to fit the unique needs of your organization. Just set waste reduction goals in three areas: waste prevention, recycling collection, and buying/manufacturing recycled-content products. Then track your progress and report the results. You can even join, set goals, and report your progress online via the WasteWise Web site.

It gives you a competitive edge! WasteWise partners gain an edge by maximizing cost savings and practicing environmental stewardship. Many WasteWise partners discover that waste prevention actions reduce procurement costs and waste disposal fees. In addition, environmental stewardship issues are increasingly prominent in our society as more consumers are interested in an organization's environmental record. By joining WasteWise, your organization can show employees, stockholders, customers, and communities you care about preserving resources and preventing waste.

Free.

Flexible.

Rewarding.

How Do You Get Started?

Joining and participating in WasteWise is easy. All you need to do is:

- ✓ **Sign up.** To join, complete a simple registration form, select a primary contact, and gain the signature of a senior official who can commit the organization to support the program.
- ✓ **Assess your facility's waste.** The best way to identify waste reduction and cost saving opportunities is to look at your organization's waste generation and management—WasteWise provides information on how to conduct a thorough facility waste assessment.
- ✓ **Identify and submit goals.** Once you have evaluated opportunities for waste reduction, your organization determines its own goals, customized to fit your needs. Just use the one-page goals identification form to let WasteWise know what activities your organization plans to implement.
- ✓ **Measure and report progress annually.** Share your waste reduction successes with WasteWise by completing the easy to use reporting form. WasteWise uses this information to recognize partners through publications, case studies, speaking engagements, and awards. Partners benefit from knowing how much they reduce and save, and often use this information to communicate results to employees, managers, and the public.

“WasteWise is a winner. It's a great springboard to lift up our own waste reduction initiatives. WasteWise helps put credibility and substance behind our efforts with both employees and suppliers.”

—**Bob Langert**
Director of Environmental Affairs
McDonald's Corp.

What Are the Services?

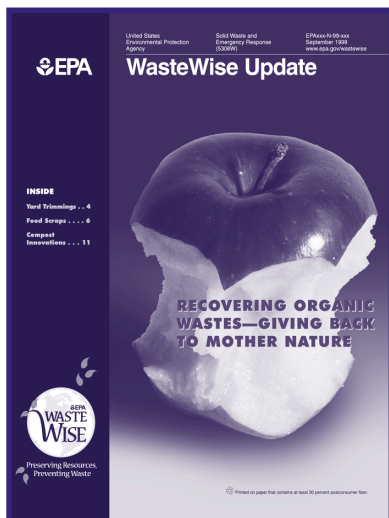
WasteWise partners have access to a wealth of FREE technical assistance services that help you design and implement waste reduction opportunities. Ranging from specialty publications to a toll-free helpline, partners gain access to a network of experts and peers with whom to share waste reduction strategies. You will learn cost-cutting waste prevention strategies specific to your industry and gain valuable 'how-to' information based on others' experiences.



- ✓ **WasteWise Helpline** is a fully staffed toll-free service featuring information specialists trained to answer your program-specific and technical questions.
- ✓ **Personal Technical Assistance** is provided to partners through a team of **WasteWise representatives** that provide one-on-one assistance to help you design and implement a successful waste reduction program.
- ✓ **Partner Networking** through a list server and regional meetings allows partners to share accomplishments and address waste reduction program challenges with fellow WasteWise partners.
- ✓ **Awards and Recognition** for successful waste reduction efforts are provided for WasteWise partners through national and local events, certificates, press releases, and EPA publications. The annual WasteWise Awards Program offers special recognition for those partners excelling in all areas of the program.
- ✓ **Satellite Forums** provide an opportunity for organizations to learn about money-saving waste reduction strategies from their peers. These nationally broadcasted events offer viewers the opportunity to pose questions and relate their own successes during the call-in portion of the live program.
- ✓ **Electronic Communications** provide timely networking among partners and offer quick access to important technical resources. WasteWise partners participate on the WasteWise list server, a forum for program announcements, partner ques-

tions and answers, and technical information. The WasteWise Web site contains helpful resources, program news, and links to additional waste reduction Web sites.

- ✓ **Technical Resource Library** offers you a collection of information on established waste reduction strategies. WasteWise publications include a *WasteWise Tool Kit* to provide guidance for program participation and the *WasteWise Bulletin* and *Update* which feature partners and cover



specialized topic areas. The technical resource library contains a wide array of valuable information ranging from material-specific case studies to new, cutting-edge technologies that help partners identify innovative ways to prevent waste.

“WasteWise helps us by providing focus, peer contacts, ideas, and support. We find the *WasteWise Update* to be an outstanding publication and exceptional resource.”

- **Fred Kaeser**
Environmental Manager
United Technologies Corp.

How Do You Get Started?

You've read
the materials,

You've given
it some thought,

Now it's time to
join WasteWise!

To join the WasteWise program, simply complete the registration form included in this WasteWise information packet and mail or fax it to EPA. Or you can register online at the WasteWise Web site, **<www.epa.gov/wastewise>**. If you have questions you would like answered before you join, please call the WasteWise Helpline at **800 EPA-WISE (372-9473)** or e-mail at **ww@cais.net**.



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What Are WasteWise Partners Doing?

DaimlerChrysler Corporation donated nearly 150 tons of surplus food through Forgotten Harvest, a nonprofit organization that collects and distributes donated food to shelters and soup kitchens. This donation saved DaimlerChrysler more than \$5,000 through avoided disposal costs.

Many of the inmates housed in **Tennessee Department of Corrections** facilities participate in the Department's waste prevention activities. In 1 year, inmates helped eliminate 13 tons of computers by refurbishing and repairing 475 personal computer units and placing them into public schools. The Department also conserved nearly 28 tons of textiles by repairing inmate clothing, saving more than \$103,800 in new clothing purchases.

Eastern Illinois University hires young adults with learning disabilities to help with its environmental program. The University composted 95 tons of yard trimmings on site and used it as mulch for flower beds and around trees, reduced the amount of computer paper used on campus by 10 percent, and reused 12 tons of office supplies through an internal exchange among employees.

Navistar International implemented a container ship-back program between distribution centers and dealer locations, which eliminated 50 tons of corrugated boxes and 50 tons of wood pallets in 1 year.

Guardian Industries conserved 5 tons of textiles by lowering the usage of new gloves through a glove return program and laundering work gloves and wiping clothes for reuse. These activities saved the company more than \$50,500.



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